



## Cable TV of Aruba goes digital!

On Friday, Dec 1, Raul Ponson, director of Cable TV of Aruba, a division of SETAR, N.V., announced that channel 57 would be going digital over the next few months to improve the quality of broadcast and widen the programming offered to its subscribers.

The implementation of digital broadcasting will mean some interruptions in service for the upgrading of hardware, but this will be minimal, and a technician will visit present subscribers to Cable TV in their homes to install new receivers. The in home hardware is tailored to digital broadcasting, and clients will find a wealth of new features accompany the upgrade, including an online TV guide that allows the view to instantly switch to the program of their choosing directly from the guide.

Improved reception geared to viewing modern technology will give vibrant life to the sports, music channels, and movies that will be offered not only on the regular subscription channels, but also with Pay Per View. Four packages are being offered to accompany the increased programming, "Digital Basic," "Basic Plus," "Digital Movie City," and "Digital HBO." The Digital Basic cost sixty-five Aruban florins per month, and includes the Interactive TV Guide, Pay Per View Channels, all the channels that were originally part of the old analog programming, TV Colombia, Outdoor Channel, Movie Traxx, Disney Channel, Telehit, Tele Novelas and fifty music audio channels.

Any of the additional specialized programming packages can be added to the Basic for a cost of seventeen florins per month. "Digital Combo Plus" giving access to all programming and delivering 137 channels, costs 105 florins, (\$60 U.S.)

In addition to the improved programming and visual reception, customers will also receive excellent sound with Dolby stereo and parental control over programming. The TV Guide will offer more details on programs and films, including ratings, also allowing for parental control. The new Motorola hardware to be installed includes a choice of two models, including a high end model that allows subscribers to program and record broadcasts that might be missed so they can be viewed later. Existing customers will be upgraded to the basic model free of charge.

Additionally announced on December 1 was the new service of "CableNet," allowing Internet access through the cable television service. "CableNet" will offer improved service through a faster broadband connection and unlimited usage. There are four packages available for "CableNet," which are differentiated by the modem hardware and connection speed. From "Comfort" to "Corporate," customers will be able to choose the service that will be right for them, at a subscription rate beginning at ninety-nine florins per month.

Various means to assist clients through the upgrade to digital and welcome new customers has been set up by Cable TV of Aruba. Those needing assistance can visit their offices on Caya Betico Croes, or call their helpdesk at telephone #583-7000. One can also visit their website that fully explains all their services, and lists all packages and costs at [www.cta.aw](http://www.cta.aw).